

DEAR BROADCASTER,

Impaired and drunk driving is one of the most frequently committed violent crimes in the United States, killing 16,653 people last year. For the first time in five years, the number of people killed by drunken drivers has increased. Unlike other violent crimes, this one is 100% preventable.

Intervention is the key to preventing drunk driving. Research indicates that one of the most effective deterrents to drinking and driving is convincing people to take it upon themselves to stop an alcohol-impaired friend, relative, anyone from getting behind the wheel. In a recent poll, 67% of people surveyed tried to stop someone from drinking and driving.

The Drunk Driving Prevention campaign continues to remind your audience that "Friends Don't Let Friends Drive Drunk." This year's campaign once again features the award winning "Innocent Victims" public service announcements (PSAs) and celebrity talent from Recording Artists, Actors and Athletes Against Drunk Driving (RADD). These PSAs remind everyone to do whatever it takes to prevent someone from drinking and driving. They also help to demonstrate the senseless loss of life that, with your generosity, can be prevented.

December is National Drunk and Drugged Driving (3D) Prevention Month. Please use these materials in your 3D Prevention month activities, as well as in your year-round programming.

We value your continued support. By using these materials, you are educating your audience about this serious issue and encouraging safer communities for us all. Thank you.



INTRODUCTION

BACKGROUND

2001 marks the 9th year of the Innocent Victims campaign to prevent drunk driving. This highly acclaimed award-winning campaign has been successful largely in part to the generous donation of airtime by stations throughout the nation. The campaign resonates with the public because it puts a very real, human face on the tragic consequences of drunk driving.

CAMPAIGN OBJECTIVE

To reduce the number of fatalities caused by alcohol impaired drivers.

TARGET AUDIENCE

Both potential interveners who can prevent someone who has had too much to drink from getting behind the wheel of a car and drunk drivers themselves.

DID YOU KNOW?

For the first time in five years, the number of people killed by drunk drivers has increased. In 2000, more than sixteen thousand people died in alcohol-related fatalities. There is an average of one alcohol-related fatality every 33 minutes. More than 308, 000 people were injured in crashes where police reported that alcohol was present—an average of one person injured every two minutes. The rate of alcohol involvement in fatal crashes is about 4 times as high at night as during the day. Our youngest drivers are especially at risk. The highest rates of intoxication in fatal crashes in 1999 were recorded for drivers 21-24 years old (27%) followed by 25-34 (24%) and 35-44 (21%).

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

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Friends Don't Let Friends Drive Drunk

"WIGGINS KIDS" :30 CNTD-1530

(Also available as :20 CNTD-1220 and :15 CNTD-1215)



(SFX: MOVIE PROJECTOR)



(SFX: OMINOUS RUMBLE FOLLOWED BY SILENCE)



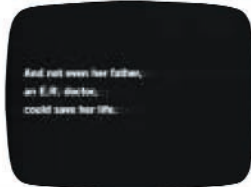
"CARISSA DEASON" :30 CNTD-1630



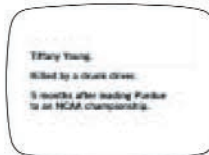
GIRLS SING: Noooo...(Laughter)...No, I don't wanna give you mine, and no, I don't wanna meet you nowhere...No, want none of your time, and no...



I don't want no scrubs. A scrub is a guy that can't get no love from me. Hangin' out da passenger side of his best friend's ride, tryin' to holla at me. Hangin' out da passenger side of his best friend's ride, tryin' to holla at me...



"TIFFANY YOUNG" :30 CNTD-0930



BASKETBALL ANNCR: Young - we've got some minutes in the first half - hits the jumper. Tiffany Young, a junior from Hillsboro, Alabama has four. Young, seventeen. And Tiffany Young with a sensational performance. (SFX: WHISTLE BLOWS) (SFX: CHEERING)

"JEFF" :30 CNTD-0133



FRIEND: I miss that guy with all my heart. We shared classes together, we survived the lectures and we took the tests and we told the jokes. But now I look at the empty desk with an empty heart unable to rest. While all the other kids laugh and play, I'll only remember that one day. When my best friend Jeff was taken away. I love you Jeff.



Friends Don't Let Friends Drive Drunk

"BRIAN McKNIGHT" :30 CNTD-1730



(MUSIC UNDER: 000000HHHHHH...) Hey, how you doin' everybody, I'm Brian McKnight for RADD...Recording Artists, Actors & Athletes Against Drunk Driving. When you booze and cruise...you lose...Give your keys to a friend, cause friends don't let friends drive drunk.

"BRIAN McKNIGHT - HOLIDAY" :30 CNTD-1830



(MUSIC UNDER: 000000HHHHHH...) Happy holidays everybody. This is Brian McKnight for RADD...Recording Artists, Actors & Athletes Against Drunk Driving. When you're traveling during the holidays...and see someone who's had too much to drink about to get behind the wheel - get those keys. Friends don't let friends drive drunk.

"MARC ANTHONY" :30 CNTD-1930

(Also available in Spanish as :30 CNTD-1103)



(MUSIC UNDER: "YOU SANG TO ME") Hi, this is Marc Anthony for RADD...Recording Artists, Actors & Athletes Against Drunk Driving. Music is one of the most important things in my life, but nothing is more important than life itself. When you drink and drive you risk not only your life, but the lives of everybody on the road. So choose a designated driver...Friends don't let friends drive drunk.

"98 DEGREES" :30 CNTD-1113



(MUSIC UNDER: "THE WAY YOU WANT ME TO") 98 DEGREES: Hey, how you doing? I'm Nick, I'm Drew, I'm Justin and I'm Jeff and we're from 98 Degrees. And we're here for RADD, Recording Artists, Actors & Athletes Against Drunk Driving. We all make difficult choices each and every day.



Before you drink, make the right choice. Designate a driver. Now what should you do to stop a friend from driving who's been drinking? Whatever you have to. Because when you drink and drive, we all lose.

PUBLIC SERVICE ANNOUNCEMENTS

